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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Application No. Applicant(s) 10/539,556 RYU ET AL.

Office Action Summary	Examiner	Art Unit					
	KAMRAN AFSHAR	2617					
The MAILING DATE of this communication and			ddraee				
The MAILING DATE of this communication appears on the cover sheet with the correspondence address Period for Reply							
A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION. - Extension of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filled after SIX (6) MONTHS from the making date of this communication. - If No period of reply is specified advert, the national statebury period will apply and will expire SIX (6) MONTHS from the making date of this communication. - If No period of reply is specified advert, the national statebury period will apply and will expire SIX (6) MONTHS from the making date of this communication. - Any reply received by the Office later than three months after the making date of this communication, even if timely filled, may reduce any carried patient from adjustment. See 37 CFR 1.704(b).							
Status							
1) Responsive to communication(s) filed on 17 Ju	<u>ıne 2005</u> .						
2a) ☐ This action is FINAL. 2b) ☑ This action is non-final.							
3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is							
closed in accordance with the practice under Ex parte Quayle, 1935 C.D. 11, 453 O.G. 213.							
Disposition of Claims							
4) Claim(s) 1-51 is/are pending in the application.							
4a) Of the above claim(s) is/are withdrawn from consideration.							
5) Claim(s) is/are allowed.							
6)⊠ Claim(s) <u>1-51</u> is/are rejected.							
7) Claim(s) is/are objected to.							
8) Claim(s) are subject to restriction and/or election requirement.							
Application Papers							
9)☐ The specification is objected to by the Examiner.							
10)⊠ The drawing(s) filed on 17 June 2005 is/are: a)⊠ accepted or b)□ objected to by the Examiner.							
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).							
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).							
11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.							
Priority under 35 U.S.C. § 119							
12)⊠ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).							
a)⊠ All b)□ Some * c)□ None of:							
1. ☐ Certified copies of the priority documents have been received.							
2. Certified copies of the priority documents have been received in Application No							
3. Copies of the certified copies of the priority documents have been received in this National Stage							
application from the International Bureau (PCT Rule 17.2(a)).							
* See the attached detailed Office action for a list of the certified copies not received.							
Attachment(s)							
1) Notice of References Cited (PTO-892)	4) Interview Summary						
2) Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail D 5). Notice of Informal I						
3) Information Disclosure Statement(s) (PTO/S6/08) Pager No(s)/Mail Date 06/17/2005	6) Other:	жан к Рфрикацоп					

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DETAILED ACTION

Claim Rejections - 35 USC § 112

- The following is a quotation of the second paragraph of 35 U.S.C. 112:
 The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.
- Claims 1-30, 35 and 38-40, 44-46 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.
- Regarding claims 1-4, 9-10, 13, 16, 26, 29-30, 35, 38, 42, and 44, the
 phrase "such as" renders the claim indefinite because it is unclear whether the
 limitations following the phrase are part of the claimed invention. See MPEP
 § 2173.05(d).

Claims 5-8, 12, 14-15, 17-25, 27-28, 39-40, and 45-46 are rejected as they are directly or indirectly depended on the rejected claims 1-4, 9-10, 13, 16, 26, 29-30, 35, 38, 42, and 44.

4. The claims 1-30 and 41-51 are generally narrative and indefinite, failing to conform with current U.S. practice. They appear to be a literal translation into English from a foreign document and are replete with grammatical and idiomatic errors.

Regarding claims 1-3, recite word(s) "performing an interested partyrelated log record that provides user and contents information" renders the claim(s) vague and indefinite because the claim(s) 1-3 are not clear as to what are positively claimed. It is unclear whether the claims limitations should to be Application/Control Number: 10/539,556 Page 3

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worded "performing an interested party-related log record that provides to the user device contents information".

Appropriate correction is required.

Claims 4-30, and 41-51 are rejected as they are directly or indirectly depended on the rejected claims 1-3.

5. Claims 14-15 are objected to because of the following informalities:

Claim 14 is depended upon itself. However, for the purpose of the

examination it is treated as depended on claim 13.

Claim 15 recites word(s) "CMR" which should be changed to "Customer Relationship Management"

Appropriate correction is required.

Examiner, as best could be understood.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35

U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless -

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

 Claims 1-4 and 6-51 are rejected under 35 U.S.C. 102(e) as being anticipated by Choi (U.S. Pub. No.: 2004/0255034 A1).

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With respect to claims 1-3, 31, 38 Choi teaches a method / or a wired/wireless communication (See Choi e.g. the network 35 can be connected or communicated via portable or stationary terminal 10 of Fig. 1, Page 1, Lines 1-2 of ¶ [0009]) service system (See Choi e.g. communication network 35 of Fig. 1) for providing a variety of services using the codes in (See Choi e.g. code reading, Page 6, Lines 8-12 of ¶ [0065, costumer ID card or tag, Page 6, ¶ [0064]) association with a plurality of user devices (See Choi e.g. customer terminals (10 of Fig. 1) that can be connected via a network in wired or wireless manner (See Choi e.g. connecting to network (wired / wireless) or internet, Page 6, Lines 6-15 of ¶ [0069]), comprising; communication entity platforms (See Choi e.g. network 35 of Fig. 1) for receiving code values (See Choi e.g. 200, 100-1 or 100-2 of Fig. 5) from the outside (See Choi e.g. Figs. 7-10) to provide contents information corresponding to each code (See Choi e.g. pattern such as barcodes, RF waves and acquires customer identifier by receiving, Page 8, ¶ [0076]), and performing an interested party-related log record (See Choi e.g. search DB 20, Directory DB 27, Costumer DB 29, Customer Register Server 24, product DB 13, etc., of Fig. 1) that provides user and contents information (See Choi e.g. deliver more detailed information contents and/or links to the customer, Page 3, Lines 8-11 of ¶ [0027]); an operating agent platform (See Choi e.g. Figs. 7-10) for receiving the code values from the user devices and distributing code information to the respective communication entity platform (See Choi e.g. network 35 of Fig. 1); an on-line interested party module for (See Choi e.g. online / offline, Page 7, Lines 28-35 of ¶ [0070]) registering (See Choi e.g. login of Fig. 26B-26C 26F26 G), resources corresponding to a variety of contents information (See Choi e.g. plurality of media type, offline / online, Page 6, Lines 7-17 of ¶ [0066]) in the communication entity platform (See Choi e.g. network 35 of Fig. 1) and providing services such as contents to the user devices (See Choi e.g. plurality of media type, offline / online, Page 6, Lines 7-17 of ¶ [0066], Also see, Fig. 18); and an off-line interested party module for receiving a code needed to provide the services such as the contents (See Choi e.g. plurality of media type, offline / online, Page 6, Lines 7-17 of ¶ [0066]), which is issued by the operating agent platform, and inserting the issued code into an off-line medium, so that a user can select information to be associated with the code (See Choi, e.g. steps 23a1 to step 23a-7 of Fig. 23A and / or wherein the user devices transmit the

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received code directly to a corresponding (See Choi e.g. step of transmits, (ID, link), of Figs. 21B21C, 22B-22C 23B-23D) communication entity platform by referring to an IP address (See Choi e.g. Internet address, Page 6, ¶ [0067]) of the corresponding communication entity platform (See Choi e.g. network 35 of Fig. 1), which is written in an interface unit (See Choi e.g. 300 of Fig. 5) of the user devices (See Choi e.g. devices, PDAs, cellular phones, Page 3, ¶ [0025]), or to the corresponding communication entity platform (See Choi e.g. network 35 of Fig. 1) through the operating agent platform (See Choi e.g. gateway 300 or network 41, 43, 45, 47 or 35 of Fig. 4), according to a previously set value (See Choi e.g. corresponding WEB Page, Page 3, ¶ [0025]), also See Page 9, ¶ [0087]).

Regarding claim 4, Choi teaches that the code is one of UPC (Universal Product Code), EAN (European Article Numbering), code 39, Interleaved 2 of 5, code 93, code 128, Plessey code, code 11, one-dimensional barcode such as Standard 2 of 5 code and PDF-417 code, QR code, a two-dimensional barcode such as Data Matrix, and color code (See Choi e.g. barcode 200 of Fig. 5).

Regarding claims 6, 34, 35, 41, Choi teaches the user device associated with the system comprises: a code input means (See Choi e.g. 200 , 100-1, 100-2 of Fig. 5) for inputting the code values; an interface unit for transmitting (See Choi e.g. 1001 or 1002 of Fig. 5) the code values received from the code input means to an operating agent or a communication entity platforms (See Choi e.g. gateway 300 or network 41, 43, 45, 47 or 35 of Fig. 4) and receiving resources corresponding to the code (See Choi e.g. corresponding WEB Page, Page 3, ¶ [0025]), also See Page 9, ¶ [0087]); and a mobile platform (See Choi e.g. WEB page, Pages 8-9, Lines 22-31 of ¶ [0081]) for reproducing a variety (See Choi e.g. 180, 170, 190 of Fig. 5) of contents and implementing an application that is implemented through the code (See Choi e.g. containing the program implementing, Page 3, ¶ [0027]).

Regarding claim 7, 33, Choi teaches the user device associated with the system comprises: a code input means for capturing a code image; a decoding unit for extracting code values of the code image recognized (See Choi e.g. image recognition, Page 1, Lines 5-7 of ¶ [0005], image data, camera, etc., Page 10, ¶ [0103]) in the code input means; an interface unit for transmitting

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the code values extracted (See Choi e.g. Extract of Figs 22a21a, 23A, 24A) in the decoding (See Choi e.g. 960 of Fig. 15) unit to an operating agent or a communication entity platforms(See Choi e.g. gateway 300 or network 41, 43, 45, 47 or 35 of Fig. 4), and receiving resources corresponding to the code; and a mobile platform (See Choi e.g. WEB page, Pages 8-9, Lines 22-31 of ¶ (0081)) for reproducing (See Choi e.g. 180, 170, 190 of Fig. 5) a variety of contents and implementing an application that is implemented through the code (See Choi e.g. 180, 170, 190 of Fig. 5) of contents and implementing an application that is implemented through the code (See Choi e.g. containing the program implementing, Page 3, ¶ (0027)).

Regarding claim 8, Choi teaches the code input means comprises one of a photo sensor, a scanner, a PC camera, a digital camera, a web camera and a CCD/CMOS camera (See Choi e.g. digital image, camera, etc. Page 10, ¶ [0103]).

Regarding claim 9, Choi teaches the mobile platform is one of a web browser such as WAP, UP and ME (Mobile Explorer), a VOD player, a platform such as BREW, WITOP and WIPI, an OS (Operating System) such as Palm OS, Symbian OS and Windows CE, and Virtual Machine (See Choi e.g. WEB page, Pages 8-9, Lines 22-31 of ¶ [0081]).

Regarding claim 10, Choi teaches the mobile platform is one of a web browser such as WAP, UP and ME (Mobile Explorer), a VOD player, a platform such as BREW, WITOP and WIPI, an OS (Operating System) such as Palm OS, Symbian OS and Windows CE, and Virtual Machine (See Choi e.g. WEB page, Pages 8-9, Lines 22-31 of ¶ (0081)).

Regarding claims 11, 47, the operating agent platform comprises: a switching gateway for receiving the code values from the user device (See Choi e.g. devices, PDAs, cellular phones, Page 3, ¶ [0025]) and distributing (See Choi e.g. gateway 300 or network 41, 43, 45, 47 or 35 of Fig. 4) the received code information to platforms of each communication service provider (See Choi e.g. E-commerce 11, E-mail server, 90, advertisement server 70 of Fig. 1); a contents marketplace for performing functions of issuing a code and searching contents (See Choi e.g. Search 20 of Fig. 1, Step 25—3 of Fig. 25C, 26e-2 of Fig. 26E) so that an off-line interested party module can easily select data associated with the code engraved in an off-line

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medium by searching contents of an on-line interested party module on a web base (See Choi e.g. WEB page, Pages 8-9, Lines 22-31 of ¶ [0081]) and a registration administration module for performing an operating agent support function (See Choi e.g. login of Fig. 268-26C 26F26 G).

Regarding claims 12, 17, Choi teaches the contents marketplace further comprises an internal function module for performing payment and billing, statistic, management and operating (See Choi e.g. 41, 43, 45, 47 of Figs. 4 & 11) maintenance (See Choi e.g. managed by communication with payment server, banking server, etc., Page 1, Lines 19-22 of ¶ [0011]) of an interested party (See Choi e.g. accumulating statistic, marketing advertisement, etc., Page 9, ¶ [0086], payment information, billing, Page, Lines 25-32 of ¶ [0071]).

Regarding claims 13, 39, 44, 48, Choi teaches a switching database <u>for</u> interworking with a switching gateway of the operating agent platform and storing and recording various resources <u>such as</u> code values and contents UR (See Choi e.g. URL, identifier, ID, offline, Page 6, Lines 7-17 of ¶ [0066]); a switching database module (See server 70, 11, 90, 50, 20, 22, 24, of Fig. 1) <u>for</u> administrating the switching database; a log database for recording and storing the use state of the switching database therein (See Choi e.g. DBs 25, 27, 28, 80, 85, 98-99, 13, 15, 17 of Fig. 1); and at least one contents database <u>for</u> providing all the contents that <u>can be</u> connected to the code so that the contents can be searched (See Choi e.g. 20, 25 of Fig. 1), whereby an off-line interested (See Choi e.g. plurality of media type, offline / online, Page 6, Lines 7-17 of ¶ [0066]) party <u>can</u> select contents that will be connected to the code (See Choi e.g. selection and management of advertisement media, advertisement policy establishment and enforcement, and customer and server log analysis, Page, 1, ¶ [0011], and search, select, Fig. 25C).

Regarding claims 14, 18, 36, 45, Choi teaches the communication entity platform further comprises a user fee payment module for paying the rent during a predetermined

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period by the user by using a user log (See Choi e.g. accumulating statistic, marketing advertisement, etc., Page ,¶ [0086], payment information, billing, Page , Lines 25-32 of ¶ [0071]).

Regarding claims 15, 19, 36, 46, choi teaches the communication entity platform further comprises a CRM module (See Choi e.g. accumulating statistic, marketing advertisement, etc., Page 9, ¶ [0086], for performing various CRM by using user log and demographic data See Choi e.g. demographic profile, selection and management of advertisement media, advertisement policy establishment and enforcement, and customer and server log analysis, Page, 1, ¶ [0011], and search, select, Fig. 25C).

Regarding claims 16, 39, Choi teaches a switching database (See server 70, 11, 90, 50, 20, 22, 24, of Fig. 1) for recording and storing various resources such as code values and contents URL (See Choi e.g. URL, identifier, ID, offline, Page 6, Lines 7-17 of ¶ [0066]); a contents marketplace (See Choi e.g. accumulating statistic, marketing advertisement, etc., Page . ¶ [0086], payment information, billing, Page, Lines 25-32 of ¶ [0071]) for performing functions of issuing a code and searching contents so that (See Choi e.g. selection and management of advertisement media, advertisement policy establishment and enforcement, and customer and server log analysis, Page, 1, ¶ [0011], and search, select, Fig. 25C) an off-line interested party module can easily select data associated with the code engraved in an off-line medium by searching contents of an on-line interested party module (See Choi e.g. plurality of media type, offline / online, Page 6, Lines 7-17 of ¶ [0066]) on a web base (See Choi e.g. WEB page, Pages 8-9, Lines 22-31 of ¶ [0081]); a registration administration module for performing an operating agent support function; a switching database management module (See Choi e.g. gateway 300 or network 41, 43, 45, 47 or 35 of Fig. 4) for administrating the switching database; a log database for recording and storing the use state of the switching database (See Choi e.g. DBs 25, 27, 28, 80, 85, 98-99, 13, 15, 17 of Fig. 1); and at least one contents index database for providing all the contents that can be connected to the code so that the contents can be searched, whereby an off-line interested party (See Choi e.g. plurality of media type, offline /

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online, Page 6, Lines 7-17 of ¶ [0066]) can select contents that will be connected to the code (See Choi e.g. selection and management of advertisement media, advertisement policy establishment and enforcement, and customer and server log analysis, Page, 1, ¶ [0011], and search, select, Fig. 25C).

Regarding claim 20, Choi teaches a contents register for registering (See hoi e.g. login of Fig. 26B-26C 26F26 G) and administrating resources corresponding to information on a variety of contents and commerce provider (See Choi e.g. E-commerce 11, E-mail server, 90, advertisement server 70 of Fig. 1), which will be provided to the user, in association with a contents index database (See content information or identifier, Page , 7, ¶ [0073], Fig. 6) of the communication entity platform; and a plurality of contents (See Choi e.g. plurality of media type, offline / online, Page 6, Lines 7-17 of ¶ [0066]) that are provided to the user when the user transmits resources corresponding to the code (See Choi e.g. corresponding WEB Page, Page 3, ¶ [0025]), also See Page 9, ¶ [0087]).

Regarding claims 21, 49, Choi teaches the on-line interested party module comprises an internal module of the communication entity platform (See online module, Page 7, ¶ (0072)).

Regarding claims 22, 40, 50, Choi teaches a code register for searching a variety of contents and commerce data (See Choi e.g. E-commerce 11, E-mail server, 90, advertisement server 70 of Fig. 1) in association with the contents marketplace so that data to be associated with the code can be selected; and an encoding unit decoding (See Choi e.g. 960 of Fig. 15) for receiving code values from the code register to output a code image (See Choi e.g. image recognition, Page 1, Lines 5-7 of ¶ [0005], image data, camera, etc., Page 10, ¶ [0103]) corresponding to the code values so that the code image can be used in a printing (See Choi e.g. print media, Page 2, ¶ [0020], print, Page10, ¶ [0104]) software (See Choi e.g. 180, 170, 190 of Fig. 5) of contents and implementing an application that is implemented through the code (See Choi e.g. containing the program implementing, Page 3, ¶ [0027]).

Regarding claims 23, 51, Choi teaches the off-line interested party module comprises either the internal module of the communication entity platform or an internal module of an

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operating agent platform (See Choi e.g. plurality of media type, offline / online, Page 6, Lines 7-17 of ¶ (0066)).

Regarding claim 24, Choi teaches the on-line interested party module and the off-line interested party module are integrally operated (See Choi e.g. plurality of media type, offline / online, Page 6, Lines 7-17 of ¶ (0066)).

Regarding claim 25, Chi teaches servers of the platform system are disposed Dually (See Choi e.g. Servers as shown in Fig. 1).

Regarding claim 26, Choi teaches the user device associated with the system is a wireless portable device such as a PC, a PDA and a cellular phone (See Choi e.g. devices, PDAs, cellular phones, Page 3, ¶ [0025]).

Regarding claim 27, Choi teaches the user device further comprises an authentication module for authenticating a service fee payment (See Choi e.g. authentication, payment or transaction, Page 11, ¶ [0105]), and the on-line interested party module further comprises a payment system for confirming authentication information received (See Choi e.g., provision server, his or her ID, Page 14, ¶ [00143]) from the authentication module of the user device and transmitting payment approval information to the authentication module of the user device (See Choi e.g. authentication, payment or transaction, Page 15, ¶ [0144]).

Regarding claim 28, Choi teaches the authentication module of the user device is a built-in chip shape of the user device (See Choi contact type card, / identity storage or smart card, etc., Figs. 5, 7-9).

Regarding claims 29-30, Choi teaches the switching database (See server 70, 11, 90, 50, 20, 22, 24, of Fig. 1) records and stores therein resources such as contents URL (See Choi e.g. URL, identifier, ID, offline, Page 6, Lines 7-17 of ¶ [0066]), which will be provided on the basis of the code values, and product information and service information on codes (See Choi e.g. selection and management of advertisement media, advertisement policy establishment and enforcement, and customer and server log analysis, Page, 1, ¶ [0011], and search, select, Fig. 25C).

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Regarding claim 42, 32, Choi teaches the code input means is either a keypad for directly inputting code values (See Choi e.g. keypad 910, data input 911,, key input, etc., of Fig. 15) such as characters, numbers and symbols, or a camera for reading characters (See Choi e.g. image recognition, Page 1, Lines 5-7 of ¶ [0005], image data, camera, etc., Page 10, ¶ [0103]).

Regarding claim 43, Choi teaches wherein the character input means (See Choi e.g. keypad 910, data input 911,, key input, etc., of Fig. 15) is an image input means for capturing a code image (See Choi e.g. image recognition, Page 1, Lines 5-7 of ¶ [0005], image data, camera, etc., Page 10, ¶ [0103]), and further comprises a decoding unit for extracting code values of the code inputted to the image input means (See Choi e.g. Extract of Figs 22a21a, 23A, 24A) in the decoding (See Choi e.g. 960 of Fig. 15).

Allowable Subject Matter

8. Claim 5 is objected to as being dependent upon a rejected base claim, but would be allowable <u>Upon proper overcome of the rejection/ objection</u> as discussed above <u>and if rewritten in independent</u> form including all of the limitations of the base claim and any intervening claims.

Regarding claim 5, the prior art of record fails to disclose singly or in combination or render obvious that the code is a code whose error is corrected and whose data capacity is extended, comprising: a finding pattern region for demarcating a code region from the entire image; a timing pattern region for perceiving a data region from the entire code and perceiving the location of each cell in the data region; and the data region to which various data and decoding information of data itself are inputted.

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

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a) Ueno (U.S. Pub. No.: 2001/0051915 A1).

b) Wilkinson (U.S. Pub. No.: 2002/0091800 A1).

Any inquiry concerning this communication or earlier communication from the examiner should be directed to Kamran Afshar whose telephone number is (571) 272-7796. The examiner can be reached on Monday-Friday.

If attempts to reach the examiner by the telephone are unsuccessful, the examiner's supervisor, **Eng, George** can be reached @ (571) 272-7492. The fax number for the organization where this application or proceeding is assigned is **571-273-8300** for all communications.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

/Kamran Afshar/

Primary Examiner, Art Unit 2617